



**Three Keys to Successful Advocacy:
How to Move, Touch and Inspire Anyone at Anytime**
A presentation by communications expert Adriane Berg,
with applications to our work at the United Nations

3 November, 2022

1:30 - 3:00 P.M. EDT

PLEASE JOIN US!

<https://us02web.zoom.us/j/81697309330>

or Go to Zoom meeting # 816-9730-9330

*We are pleased that **Adriane Berg**, an expert communicator and an Emmy award-winning TV host and podcaster, will join us today. Adriane is communications consultant to many major companies and a member of the NGO Committee on Ageing-NY, Subcommittee on Communications. **Erica Dhar**, Director, Global Alliances, International Affairs, AARP, will be the respondent, applying Adriane's presentation to our advocacy work at the NGO CoA. Be prepared for a lively session on effective advocacy messaging followed by an eye-opening speed coaching session with your fellow attendees.*

Attendees will discover:

- *How to create a compelling elevator pitch*
- *How to appeal to multiple audiences at meetings and events*
- *How to create and deliver a compelling call to action*
- *How to tell your advocacy story using the unique "U curve" technique*

PROGRAMME

Welcome and Chair's Update

Cynthia Stuen, Chair,
NGO Committee on Ageing/NY

Moderator

Frances Zainoeddin, Vice Chair, Program
Subcommittee Chair

Presentation: **Three Keys to Successful Advocacy**

Speaker: **Adriane Berg**, CEO Generation Bold

Respondent: **Erica Dhar**, Director, Global Alliances, International Affairs, AARP

Questions and Comments

Closing Remarks

See above information to join virtual programme by Zoom. In